

Message Text

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PAGE 01 TOKYO 14705 121357Z

43

ACTION CU-04

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E.O. 11652: N/A

TAGS: OEXC/JA

SUBJECT: SPEAKER EVALUATION: HARALD MALMGREN, ARCHIE DAVIS,
ROBERT STERN

1. DETAILED REPORTS FROM CENTERS NOT YET ALL IN, BUT
PRELIMINARY IMPRESSION OF SPEAKER FOR PACKAGED PROGRAM
ON WORLD TRADE AND MONETARY PROBLEMS IS THAT THIS IS BEST
GROUP OF STAGS FOR ANY MULTI-SPEAKER MAJOR PACKAGED
PROGRAM TO DATE.

2. MALMGREN'S PRESENTATIONS AND DISCSSSIONS LUCID,
DETAILED, AUTHORITATIVE, ALWAYS WELL-INFORMED. HIS
OFFICIAL STATUS ESSENTIAL ASSET TO PROGRAM'S SUCCESS.
DAVIS' MODESTY, COMBINED WITH EXCELLENT GRASP OF
INTERNATIONAL ECONOMIC PROBLEMS AND EFFECTIVE EXPRESSION
OF U.S. BUSINESS POINT OF VIEW, MADE EXCEPTIONALLY
FAVORABLE IMPRESSION EVERYWHERE. STERN IS SCHOLARLY,
KNOWLEDGABLE, AND ABLE TO MAKE COMPLEX TECHNICAL
MATTERS COMPREHENSIBLE.

3. COMPLEMENTATION AND MUTUAL REINFORCEMENT OF THESE
THREE MEN HELPED MAKE TWO-DAY NATIONAL SEMINAR IN
OSAKA UNUSUALLY GOOD. INHERENT IN DECISION TO TRAT
BOTH TRADE AND MONETARY MATTERS AT ONCE HAS BEEN
DANGER THAT THESE TWO TOPICS WOULD GALLOP OFF IN
DIFFERENT DIRECTIONS, LEADING TO DIFFUSE, UNSATISFACTORY
PROGRAMS. THESE SPEAKERS HAVE, HOWEVER, BEEN UNUSUALLY
SUCCESSFUL IN AVOIDING THIS PERIL. DISCUSSIONS HAVE
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TENDED INVOLVE UNUSUALLY HIGH PERCENTAGE OF ACTIVE

PARTICIPATION BY JAPANESE AUDIENCE MEMBERS. INTER-
RELATIONS OF TRADE AND MONETARY ASPECTS HAVE EMERGED
CLEARLY, AND DIALOGUE HAS KEPT TO THE POINT.

4. POST EXTENDS HEARTFELT APPRECIATION TO CU AND
AGENCY FOR LINING UP THIS EXCEPTIONAL ROSTER OF FINE
SPEAKERS, WHO GOOD INDIVIDUALLY AND OUTSTANDING AS
TEAM. DETAILED EVALUATION, INCLUDING MORE ON STERN
WHEN HE COMPLETES JAPAN APPEARANCES, WILL FOLLOW IN
DUE COURSE.

SHOESMITH

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